



2020/21

IMPACT REPORT

LCBO SPIRIT OF
SUSTAINABILITY

A portrait of George Soleas, President & Chief Executive Officer, wearing a grey suit, white shirt, and glasses. He is standing with his arms crossed against a background of blurred lights.

WE'RE RAISING A GLASS TO ONTARIANS.

George Soleas

President & Chief Executive Officer

“The well-being of all Ontarians lies at the heart of Spirit of Sustainability. I am proud to share the impact results of our recent efforts, knowing there is more we can do for the good of Ontario — for every customer, employee and community. That is why we are focused on accelerating our commitment to diversity, inclusion, belonging and equity, and will continue to act to make our province stronger and more inclusive. Please join us in celebrating our achievements, while looking ahead to the important milestones to come.”



FOR THE GOOD OF ONTARIO

Spirit of Sustainability (SoS) is the LCBO's social impact platform designed to create a more sustainable future for Ontario by supporting its social and environmental needs. Embedded in our brand is the promise to have a positive impact on the province and develop strong relationships with our people and partners.

We're excited to share how we bring SoS to life through our strategic pillars and commitments. **You can find our measurable outcomes on page 14.**

Good People

We're committed to improving the wellbeing of our customers, employees and communities across Ontario.

Moderation Mandate

We provide products, information, and the responsible services Ontarians need to make positive drinking choices that support a healthy lifestyle.

Thriving Communities

We are building communities where all individuals have equitable access to essential resources needed to live happy, healthy lives, regardless of gender, age, sex, race, class, religion, ethnicity, ability, language, sexual orientation or gender identity.

Engaged Employees

We support an energized and mobilized employee population that feels connected to the LCBO's missions and values, is physically and mentally supported, takes pride in their work and is empowered to achieve and exceed their goals.

Good Planet

We're committed to minimizing our impact on the environment.

Waste & Energy Reduction

We advance practices that reduce the energy used, and waste generated by, our business operations and product offerings.

Responsible Supply Chains

We innovate to establish environmentally conscious standards across the production, transportation and distribution of products.

Good Partnerships

We're committed to improving the sustainability of the industry through leadership and partnerships.

Influence Industry Standards

Empowering industry to promote inclusive social and environmental practices and share knowledge to advance sustainability.

Recognize Good Partners

We champion diverse suppliers, partners and products who are making strides in sustainability through diversity, inclusion, community investment and environmental practices.

Enhance Industry Diversity

We are committed to utilizing our resources to increase opportunities for diversity in the industry.

“The LCBO targeting equity has been such an accelerator for us reaching those who are most disadvantaged.”

Jennifer Bernard,
*President & CEO, Women’s College
Hospital Foundation*



COMMUNITY IMPACT

Our community impact would not be possible without our generous customers, dedicated employees and Good Partners — from charitable organizations to beverage alcohol suppliers who give back. Together, we are building a stronger, more inclusive province and we’re incredibly proud to highlight our collective impact.



Equity Campaign

In support of International Women’s Day in March 2021, we launched our first Equity Campaign. Across all stores, we fundraised for Women’s College Hospital Foundation, supporting their mission to provide equitable and compassionate healthcare to women and marginalized communities across the province. We also celebrated our Good Partners including diverse distillers, makers and brewers.

THE IMPACT: More than \$4 million was raised for the Women’s College Hospital Foundation, funding programs such as their Substance Use Service, which uses a holistic approach to helping those with substance-use disorders, as well as the Women’s College Research Institute, which is closing health gaps in diagnosis and clinical treatment for women in Ontario.

OUR PARTNER: For more than 100 years, Women’s College Hospital has stood for equity. They were the voice in healthcare for women when they didn’t have a voice and they continue to advocate for everyone in need of equity in healthcare. They are dedicated to serving the needs of all of Ontario’s diverse communities and are deeply committed to offering community-informed, evidence-based programs.

BUILDING AN INCLUSIVE SOCIETY AND ECONOMY.



Taking Action Towards Equality

We're committed to taking action for meaningful, deliberate change and stand with the Black community in the fight against racism, injustice and inequality. To achieve our goals in this area, we've established a new partnership with CEE Centre for Young Black Professionals.

THE IMPACT: Our \$100,000 donation will help CEE address economic and social barriers affecting Black youth in Ontario. As well, we are providing essential education, skills training and employment opportunities to members of CEE on their career path.

OUR PARTNER: CEE Centre for Young Black Professionals is a charity dedicated to advancing the economic and social development of Black youth facing multiple barriers to employment. CEE achieves career development and job readiness using holistic, person-centered and culturally relevant programs and services.



“The partnership with the LCBO is what we’re looking for – a long-term relationship where we work together and identify how we can sustainably change systems and influence the workforce”

Agapi Gessesse,
Executive Director,
CEE: Centre for Young Black Professionals



HERE'S TO INFUSING ONTARIO WITH OPPORTUNITY.



The Spirit of Inclusion Initiative

Through our commitment to enhance industry diversity, we've launched the Spirit of Inclusion Initiative – a program designed to create opportunities for diverse women to enter, advance and thrive in the beverage alcohol industry.

THE IMPACT: The program is focused on two areas of impact:

- Providing scholarships and bursaries to diverse women registered in one of Niagara College's beverage alcohol programs. Students will also receive support and have a safe space to talk about their experiences through our mentorship program.
- Establishing a Spirit of Inclusion Initiative Research Scholar position at Brock University, focused on gathering data on industry diversity in Canada and better understanding the barriers for diverse women entering or trying to advance their careers. Mobility bursaries will also be provided to diverse women specializing in wine management who would like to earn a double degree through Brock's partnership with Burgundy School of Business in France.

OUR PARTNERS: Through Good Partnerships with Niagara College, Brock University, the Canadian Women's Foundation, Vinequity and Trade Partners, we will identify and remove systemic barriers for diverse women in the industry.

Illustration: Rachel Joanis

A TOAST TO OUR GOOD PARTNERS

We can't create impact alone, which is why we're proud to celebrate our Good Partners: valued trade suppliers that share in our vision of creating a more sustainable, diverse and inclusive future for Ontario.

BUD LIGHT

As an official **Pride Toronto** partner, Bud Light has donated \$100,000 each year since 2019 to **Rainbow Railroad**, a Canadian organization that helps 2SLGBTQ+ individuals around the world escape persecution. We were proud to amplify the invaluable work of Rainbow Railroad through our impactful, ongoing partnership with Bud Light.

CAMPARI GROUP

In partnership with **Bartender Atlas**, Campari Canada launched the #CampariStirCrazy program. Working with 137 Canadian bartenders, the program paid out over \$35,000 in celebration of their one-of-a-kind cocktails. Campari also donated \$100,000 to the **Bartenders Benevolent Fund**, a Canadian non-profit organization that raised money for bartenders, servers and other hospitality staff facing financial hardship during the pandemic.

ARTERRA WINES CANADA

Partnering with Toronto artist Witch Prophet to help increase 2SQTBIPOC representation in Canada, Arterra Wines Canada's label Jackson-Triggs donated \$10,000 to **Nia Centre for the Arts**, Canada's first professional arts centre dedicated to Black art. We were proud to amplify this commitment as part of our Equity Campaign.

ACE HILL

Ace Hill supported local communities throughout 2020 via their partnership with **Evergreen Canada**, a national non-profit organization dedicated to helping cities flourish. Through LCBO

product sales, they raised \$18,840 for Evergreen's Farm in a Box program, feeding 376 vulnerable households with local, healthy produce.

DIAGEO CANADA

Demonstrating the value of collective impact, Diageo Canada matched our \$100,000 donation to **CEE: Centre for Young Black Professionals**. Diageo's commitment helps CEE continue cultivating a talent pool of young Black professionals that can benefit the Canadian labor market and focused on CEE's Hospitality development initiative.

COLLECTIVE ARTS BREWING

Collective Arts fuses the creativity of craft beverages with the inspired talents of artists around the world. Through their initiative **MORE**, Collective Arts launches limited-edition beer series featuring artwork that engages with issues of social justice. For International Women's Day, they launched IPA no. 16, with proceeds going to the Canadian Women's Foundation. Proceeds from the Amplified Voices series, which showcased BIPOC artists, went to Black Legal Action Centre and the Native Women's Association of Canada.

FY 2020/21 ACHIEVEMENTS

Safe & Informed Consumption

13,051,208 customers were challenged, and **235,608** customers were refused service, for not adhering to our **Responsible Service Program** – failing to produce valid ID, appearing intoxicated or attempting to purchase alcohol for a minor or an impaired individual.

621,939

tests were performed

by the LCBO Lab for quality, safety and label accuracy

75%

of customers

believe we promote the responsible sale of alcoholic beverages***

COVID-19 RESPONSE:

4,828

liters of hand sanitizer solution were created by the LCBO Lab

OUR LIGHTER CHOICES:

612

extra light & light

beverage alcohol products were offered at our stores and online*

4,272

low sugar

beverage alcohol products were offered at our stores and online**

Waste & Energy Reduction

83%

of warehouse waste diverted from landfills

Influence Industry Standards

91.4%

of glass bottles sold by LCBO were compliant with our Lightweight Glass Policy, reducing waste and carbon emissions and supporting the well-being of our employees through the ergonomic benefits associated with reduced case weight handling.

Thriving Communities

\$13,618,242.32

in charitable funds were raised to support the health and wellbeing of Ontarians

COVID-19 RESPONSE:

\$3.3 million

was raised in 21 days to support food relief programs across Ontario

COVID-19 RESPONSE:

\$30,000

was donated to Bartenders Benevolent Fund

\$100,000

was donated to CEE Centre for Young Black Professionals, a charity dedicated to addressing economic and social barriers affecting Black youth ages in Ontario

Recognize Good Partners

2,327

Ontario products

offered, supporting the local economy

COVID-19 RESPONSE:

Recognized

39 Good Partners

for supporting communities across digital channels

* Extra light beer is 1.1% - 2.5% ABV, light beer is 2.6% - 4% ABV, light cider is less than 4% ABV and light wines are less than 10% ABV

**Low sugar products have less than 5 grams of sugar per litre

*** Data obtained from the LCBO's Brand Health Tracker

2020/21 IMPACT PARTNERS

We strategically select charitable partners with a strong track record of driving meaningful community impact across the province. As the COVID-19 pandemic changed our world, we pivoted our fundraising efforts to support the urgent needs of communities, while still aligning with the broader SoS strategy. By ensuring our charitable partnerships strengthen SoS commitments, we raised **\$13,615,269** last year to support the health and wellbeing of Ontario's diverse communities.

Feed Ontario, Second Harvest and Community Food Centres Canada:	\$3,412,785 (\$1,137,595 per partner)
CEE Centre for Young Black Professionals:	\$100,000
Camp Ooch:	\$100,000
Friends of We Care:	\$100,000
Bartenders Benevolent Fund:	\$30,000
United Way of Greater Toronto:	\$2,566,870
Ontario's Children's Hospitals (SickKids Foundation, McMaster Children's Hospital Foundation, CHEO Foundation and Children's Health Foundation):	\$7,305,614

This Impact Report is our pledge to continue to uphold the pillars we stand for. One of the best ways to ensure we continue to live up to our principles is to bring our values of diversity, inclusion and belonging to the forefront of everything we do. Diversity is a strength that enriches our efforts, deepens our understanding and connects us to every member of this province.

For the good of Ontario.

LCBO
SPIRIT OF
SUSTAINABILITY